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CONSUMER TIME

FATS, OILS AND SOAPS

NETWORK: NBC

DATE: August 3, 1946

ORIGIN: WRC

TIME: 12:15-12:30 PM EDT

(Produced by the United States Department of Agriculture
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TIME is restricted to network broadcast of the program...
presented for more than thirteen years in the interest of
consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. HOLLY: It's CONSUMER TIME !

3. SOUND: CASH REGISTER ... CLOSE DRAWER

4. ANNOUNCER: During the next fifteen minutes the National Broadcasting
Company and its affiliated independent stations make their
facilities available for the presentation of CONSUMER TIME
by the U. S. Department of Agriculture. And here are
Mrs. Freyman and Holly Wright.

5. FREYMAN: I trust, Holly, that you're prepared for this morning's
discussion of fats, oils and soap.

6. HOLLY: I am, Mrs. Freyman. And I know somebody else who is too.

7. FREYMAN: Somebody else? Well, where is he?

8. HOLLY: Oh, he isn't here...it was a man and his wife who sat in
front of me on the bus this morning. (BEGIN FADE) They
were talking...about....

9. SOUND: BUS MOTOR - ESTABLISH - UNDER FOR

10. WOMAN: Oh...and Bill...would you stop by the store on the corner
to see if they have any salad oil?

11. MAN: Why didn't you get what you needed when you went shopping
yesterday?

12. WOMAN: They didn't have any...dear.
13. MAN: Did you ask?
14. WOMAN: Oh, no! Nothing like that...now how do you think I...
15. MAN: Well...I don't see why I have to be the grocery boy in this family. It's always..."Oh, Bill, would you see if you can pick up some salad oil on the way home." Or, "Bill, dear, you buy the butter this week..."
16. WOMAN: If you don't want those things...it's perfectly all right with me. Sit here and argue...though...and you'll miss your stop.
17. MAN: Okay. But the war's over now...
18. SOUND: SNEAK IN MOTOR AS IT SLOWS DOWN
19. MAN: All I want to know is...where are the things we used to be able to get.
20. SOUND: BUS STOPPING
21. MAN: (FADE) Hey, I'll get off here driver.
22. HOLLY: He was rather angry. I wonder how he'll be if maybe he can't find any salad oil?
23. FREYMAN: Chances are...he won't be able to, Holly. Because from where we stand now...we face a few months at least of an even more critical shortage of fats and oil than we've had.
24. HOLLY: But why?
25. FREYMAN: Let's take the fats and oils...one by one...that we use ordinarily in the kitchen. I'll tell you what the Department of Agriculture people told me.
26. HOLLY: Okay, butter! I had my first taste of it in months... just a few days ago.

27. FREYMAN: So far this year, butter production is very low. And because of that, we'll probably eat about forty percent less than we ate on the average for the five years before the war started.
28. HOLLY: But cows didn't stop giving fat in their milk.
29. FREYMAN: No. Up until recently, however...it's been more profitable to sell milk whole...or make it into cream than it has been to make butter with it.
30. HOLLY: That explains the butter. How about margarine?
31. FREYMAN: As a matter of fact, while this year's margarine production is a little below last year's...we'll got more than we did before the war.
32. HOLLY: Well...margarine production has gone up a lot in this country during the war.
33. FREYMAN: But not enough to offset the decrease in our supplies of other fats and oils.
34. HOLLY: No...and from what I don't see in stores, I know the production of salad oils is down. Now I'm a reasonable sort of guy...and I don't expect our olive oil imports to have picked up any since the fighting stopped...
35. FREYMAN: (VERY DEFINITELY) Well no.
36. HOLLY: But it does look like our own production of vegetable oils would be big enough by this time so I could have some oil on my salad.
37. FREYMAN: One of our main vegetable oils, Holly, is cottonseed. And it so happened that last year's cotton crop was much smaller than usual.
38. HOLLY: Which adds up to less cottonseed oil for us this year.

39. FREYMAN: Right. Another source for lots of kitchen oils is soybeans. And this year's crop of soybeans is down.
40. HOLLY: Which adds up to Holly's continuing to long for salad oils for some time.
41. FREYMAN: You're breaking my heart, Holly. Now, lard production was up this year...but we won't notice the difference because until the middle of last month we exported a tremendous amount of it.
42. HOLLY: Relief shipments?
43. FREYMAN: Yes.
44. HOLLY: I give my stamp of approval on that any day.
45. FREYMAN: We all do. But...that's a major reason we face the fat shortage in the coming months.
46. HOLLY: Another reason, I guess, is that our imports haven't picked up.
47. FREYMAN: We may as well resign ourselves to the fact that the effects of war are still felt in most of the countries who used to export fats and oils. Why...even whales are harder to catch because of the fighting.
48. HOLLY: Too many of those "sub-sighted-sank-same" reports really meant, "I shot a whale."
49. FREYMAN: I don't know about that...but something has made the whales disappear.
50. HOLLY: What if the price of our domestic fats and oils went up... would that make a difference in the supply?
51. FREYMAN: The thing is...we don't have any fats and oils in storage for a price increase to bring out. The oil crops for next year have been planted...and a price increase couldn't change the prospect for them now.

52. HOLLY: We might get more lard...fatback.
53. FREYMAN: Maybe...but that would depend on how expensive it turns out to feed hogs until they're fat. Anyway, the increase wouldn't show up 'til next spring.
54. HOLLY: So there's no doubt but that we'll have to spread our fat thin. Is there such a thing as fat salvage any more?
55. FREYMAN: Indeed there is.

But recently the salvage collection has fallen down to practically nothing.

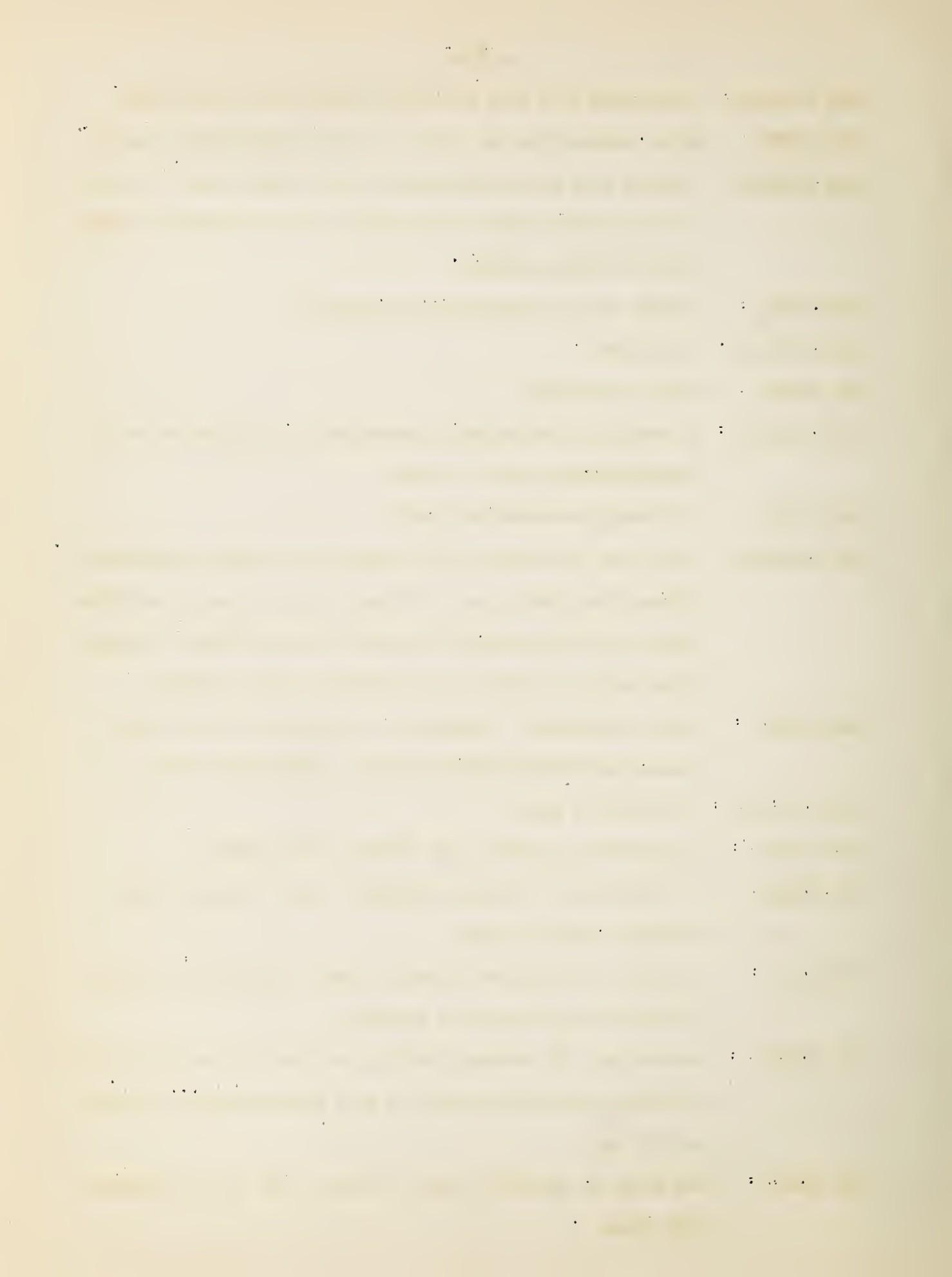
58. HOLLY: How come?
59. FREYMAN: Could be that everybody feels like my friend Barbara Lumpkin ...*(BEGIN FADE)*...I was in her kitchen the other evening...
60. SOUND: HAMBURGERS SIZZLING
61. FREYMAN: There...the tomatoes are sliced. Anything else?
62. BARBARA: Keep an eye on those hamburgers...while I set the table.
63. FREYMAN: That's no job, Barbara. They're done.
64. BARBARA: Good. Take 'em up in this, will you?
65. SOUND: SIZZLING STOPS DISHES RATTLE
66. FREYMAN: Do they look good! I can hardly wait for supper.
67. BARBARA: Let's see...salad's on. Rolls...in the oven...and...
68. FREYMAN: Where do you pour the fat?
69. BARBARA: Oh...just dump it in the garbage.
70. FREYMAN: Barbara! You don't throw away fats, do you?
71. BARBARA: Why not?

72. FREYMAN: Well...even if you don't use this...you can sell it back to the butcher.
73. BARBARA: For Goodness sake! Haven't you heard? We don't have to bother with that any more. (FADE) The war's over. There's no need now to...
74. HOLLY: So that's the way it is.
75. FREYMAN: I'm afraid so. Actually, we need big fat salvage collections more than ever. The demand for all the things salvaged fat goes into is way up.
76. HOLLY: Soap, for instance?
77. FREYMAN: That's only part of it. Radios and wrist watches. Paint, linoleum for new houses. Shoes...everything that takes industrial oils.
78. HOLLY: So the homemaker's cue is to save fat.
79. FREYMAN: You bet your boots. And if we want enough fats and oils in our kitchens this fall...we'll jolly well stretch the fats we get.
80. HOLLY: By this time, you ought to have a whole batch of tips on how to stretch them.
81. FREYMAN: Everybody who's cooked during the war years most likely has.
82. HOLLY: (LIGHTLY) I have not stayed out of the kitchen entirely myself.
83. FREYMAN: Holly...is that a challenge?
84. HOLLY: Well...if you want to consider it as one.
85. FREYMAN: You may make the first suggestion.
86. HOLLY: Let's see...what about, as a starter, why fry...when you can bake or broil. I'm talking about fish especially.

87. FREYMAN: For an amateur, that's all right. The fat may be ruined for further kitchen use by the strong fish flavor. But I'll match you on that suggestion with...watch the fat when it's on the fire.
88. HOLLY: Ahh...I've heard it before. "No smoking" is the pay-off.
89. FREYMAN: Yes. If fat starts to smoke, you know it's breaking down chemically and will turn rancid sooner.
90. HOLLY: Can't you do any better than that on suggestions?
91. FREYMAN: As that famous man said...I have only begun to fight.
92. HOLLY: What famous man?
93. FREYMAN: Do not digress. A second suggestion for stretching fat is to serve a home-made boiled dressing instead of richer salad dressings.
94. HOLLY: What richer salad dressings? But...it's an idea.
95. FREYMAN: Another along the same line is sour cream dressing... delicious on fruit salads.
96. HOLLY: Top-rating on that one...Mrs. Freyman.
97. FREYMAN: There are lots of others. When you're serving pies...make 'em open-faced. It saves on crust.
98. HOLLY: Nothing I like better than a nice open-faced pie. But why bother with pies when we have so much fruit on the market?
99. FREYMAN: Touche'...Master Holly. You win that point.
100. HOLLY: How about saving extra fat off meat and rendering it at home?
101. FREYMAN: It's a good idea. Another is to save the fat from your frying pan, roaster, broiler...and flavor vegetables with it.
102. HOLLY: Do you know any sure-cure for breaking glass jars when you pour hot fat in them?
103. FREYMAN: Simple. Let the fat cool a little before you pour it.

104. HOLLY: Suppose you need the pan right away?
105. FREYMAN: You're trying to be difficult.
106. HOLLY: No...I mean it.
107. FREYMAN: Well...you could pour the fat into something that won't break instead of a glass jar.
108. HOLLY: That's the easy way.
109. FREYMAN: Oh well, Holly, if you must use a glass container...and pour hot fat in it...you might try sticking a fork or a knife...some piece of silver...in the fat jar before you start to pour.
110. HOLLY: The metal takes up some of the heat...huh?
111. FREYMAN: So they tell me.
112. HOLLY: Is flavoring vegetables the only way you know to use meat drippings?
113. FREYMAN: Oh perish the thought. You can use them in countless ways. In gravies, in cooking meats that don't have enough fat on them, in meat piecrusts...in sauces for scalloped dishes, in gingerbread, waffles, biscuits...
114. HOLLY: That's certainly covering the field in one breath. Say...have you noticed that when you save fat to use it over again ...it spoils faster than new fat?
115. FREYMAN: Yes. Your meat drippings should be kept extra cold.
116. HOLLY: So much for fat saving tips. And if you ask me, Mrs. Freyman, I think my suggestions were at least as good as yours.
117. FREYMAN: Granted, Holly. But there's really nothing new in either of our ideas. American homemakers have used them all during the emergency...some used them long before it ever started.
118. HOLLY: But instead of easing up...the emergency is tightening down now...and it'll pay us to save kitchen fats right on. Use 'em again. And when we can't use 'em...turn 'em in.

119. FREYMAN: That saving idea goes for soap as well as fats and oils.
120. HOLLY: . Sure, because fats and oils are a basic ingredient of soap.
121. FREYMAN: With the long soap shortage we've had, Holly, you'd be amazed if you knew the number and variety of soap wasters that still abound in this country.
122. HOLLY: Variety of soap wasters...Mrs. Freyman?
123. FREYMAN: Yes indeed.
124. HOLLY: What do you mean?
125. FREYMAN: An example is the Soap-Leaver-in-Water. Inhabits the whole country...from coast to coast.
126. HOLLY: The Soap-Leaver-in-Water, huh?
127. FREYMAN: Yes. Male and female of the species are equally destructive. Although the female has a tendency to leave soap in soak with dishes and clothes...while the male is more likely to splash water in the soap dish and let it stand there forever.
128. HOLLY: You've considered, I suppose, as a variety of soap waster, the...ah...Soap-Scrap-Throw-Awayer. Definitely female.
129. FREYMAN: I've heard of her.
130. HOLLY: She operates something like this... (FADE INTO)
131. WOMAN: (IN THE MANNER OF THE WHITE QUEEN) Throw it away. Throw it away. Throw it away.
132. MAN: I'm glad to help clean house, my love. But don't you think we should keep these sloap slivers?
133. WOMAN: Heavens no. If anything irritates me more than trying to work up lather from little pieces of scap like that...I don't know what it is.
134. MAN: But dear, we shouldn't waste soap now. You can do something with them.



135. WOMAN: I can't be bothered. Throw it away. (FADE) Throw it away. Throw it away.
136. FREYMAN: Ah yes. A particularly wasteful type.
137. HOLLY: I'll say. Those soap slivers come in handy when you put 'em in wire soap savers...and make suds for dishes with 'em.
138. FREYMAN: Or they're good melted in hot water for shampoo...or run through a meat chopper for soap chips.
139. HOLLY: Another variety of the same general type is the Soften-Water-with-Soaper...who persists in softening hard water with soap instead of getting some cheaper water softener...and saving the soap just to wash with.
140. FREYMAN: And the Soap-Dumper-in-the-Washing-Machine. She cuts down the efficiency of her washing machine and wastes soap at the same time...by using more soap than she needs to clean her clothes.
141. HOLLY: Enough of these soap wasters...
142. FREYMAN: I think so...Holly. They're an unpleasant lot. As for a soap saving tip -- have you ever heard of taking the wrapper off your soap as soon as you get it?
143. HOLLY: Good night no. What does that do?
144. FREYMAN: It lets the soap dry out and harden. That way it lasts longer than it would if it were moist.
145. HOLLY: What about these soapless cleaners we have on the market these days...Mrs. Freyman? They oughta be one answer to the shortage of cleaning material.
146. FREYMAN: You're talking about the detergents, aren't you?
147. HOLLY: Uh--am I?

148. FREYMAN: Holly...there are a lot of different kinds of those detergents. But as a group...they're something new under the sun.
149. HOLLY: How come?
150. FREYMAN: Since they're made from sulphonated alcohols or compounds like that...they mark a new milestone in the history of cleansers.
151. HOLLY: No oils in them...huh.
152. FREYMAN: Some of them contain oils...and I'll get to that in a minute. But the basic idea of cleaning with something that doesn't necessarily include oils or fats is a change in a habit that started back during the days of the Roman Empire.
153. HOLLY: Ah come on...scap hasn't been used that long.
154. FREYMAN: Not widely...I'll admit. But Pliny did write about the Gauls who made soap by boiling goat's tallow and beech tree ashes...He said they used it to give their hair a bright color.
155. HOLLY: If I remember my history...the Dark Ages didn't boast of any soap making. A dirty time was had by all in those days.
156. FREYMAN: Well...yes. In fact, it wasn't until the Renaissance started that soap making became a trade. France took the lead...because she produced olive oil that was used to make it.
157. HOLLY: Even then only the very rich people could afford soap.
158. FREYMAN: Well...soap's been a luxury up to just recently. But it's use grew during the 18th and 19th centuries...because records show the British government collected a tremendous revenue from it's soap tax.

159. HOLLY: By that time, I think the soap makers had learned to save the glycerine as a by-product of their trade...and could sell their soap at a lower price.
160. FREYMAN: Nevertheless, Holly...making soap at home was an art practiced by thrifty American homemakers well through the Colonial days.
161. HOLLY: Some families still make their laundry soap.
162. FREYMAN: Of course. But in the old days...all the soap they had was what they made.
163. HOLLY: Hardy people, our ancestors. Wonder how they stood using that stuff on their skins.
164. FREYMAN: If we could look back to those days...I imagine it'd be (FADE) something like this...
165. MOTHER: (CALLING) Jonathan. Oh, Jonathan.
166. YOUTH: (OFF MIKE) Did you call, Mother?
167. MOTHER: Today will be the day, I think, Son.
168. YOUTH: To make the soap?
169. MOTHER: Aye. The ice has broken. The sun has a warm feel to it.
170. YOUTH: Very well, Mother. Shall I bring up the lye for you?
171. MOTHER: Son, are you well this morning?
172. YOUTH: Aye, Mother. Why do you ask?
173. MOTHER: It is not like you to agree to help in soap making so readily.
174. YOUTH: I have grown older since last year, Mother. I know now that soap is quite necessary to a household. We must be clean.
175. MOTHER: Mmm. I wonder if Mistress Charity's smile has ought to do with your changed opinion.
176. YOUTH: Mother, you misjudge me. In faith, you do. You yourself have told me many times that cleanliness is next to Godliness.
177. MOTHER: But fourteen years is a long time for you to suddenly take my words on that to heart.

178. YOUTH: Those things take time, Mother. And then too, I've heard Father and the men talk. They say dirt breeds disease.
179. MOTHER: And so it does. Ah well...I should not question you. Whatever has been the means of changing your mind...I am glad of the end it has accomplished.
180. YOUTH: Aye...Mother. (BEGIN FADE) I will go and get the lye.
181. FREYMAN: Of course, Holly, people have used water along to wash with...and abrasives...but these detergents are the first product not made with oil that clean by increasing the "wetting power" of water.
182. HOLLY: What do you think of their price?
183. FREYMAN: As for price, you've got to remember that a little of the detergent goes a long way. And because different detergents have different compositions...the only way you can learn where they fit in your budget is by trying them out.
184. HOLLY: One thing I've noticed about them is that if you do whip 'em up to a suds...the suds don't last long.
185. FREYMAN: The New York State extension and experiment station specialists have made some suggestions about using these detergents...
186. HOLLY: What'd they say about the suds?
187. FREYMAN: Same thing you do. That they don't hold up as well as soap suds. They disappear as the detergent cleans. But even when you don't whip a detergent up to suds at all...it'll remove grease and oils readily.
188. HOLLY: You bet they do. I had my hands in a solution of the stuff the other day...and it made them very dry.

189. FREYMAN: If you don't want to wait for the natural oil to return to your hands...you can always rub a little cream or lotion on them. And that very grease removing characteristic makes the products especially good for washing greasy dishes...or cleaning a greasy broiler or frying pan or oven.
190. HOLLY: How about on furniture or linoleum or paint...things that oil shouldn't be taken out of?
191. FREYMAN: That's where it's important for you to read the label on the box. Some of the detergents have oil added to them and are made particularly to clean paint and linoleum.
192. HOLLY: That label-reading is a good idea for anything. But did the specialists say anything about hard water and the detergents?
193. FREYMAN: The way they react in hard water is one of their assets. You see...they don't combine with the minerals that make water hard, so they clean as well in hard water as soft.
194. HOLLY: Ought to make them good at taking off the hard water deposits on sinks and bath fixtures.
195. FREYMAN: It does. They're also good at cleaning clothing when it gets greyed and stiffened from soap in hard water.
196. HOLLY: You make 'em sound pretty effective, Mrs. Freyman.
197. FREYMAN: They are, in their way. But the specialists say we mustn't think of them as soap. Because they don't take out all the kinds of dirts that soap does.
198. HOLLY: The two cleaners more or less compliment each other.
199. FREYMAN: Right. And that rounds up our story on fats, oils and soaps for the time, Holly.

200. HOLLY: What's in the book for next week?
201. FREYMAN: A ditty called facts about food poisoning...with special tips on how to store food during the hot weather.
202. HOLLY: Sounds like nice summertime fare.
203. FREYMAN: I think you'll find it interesting. So be with us next week on
204. SOUND: CASH REGISTER
205. ANNOUNCER: CONSUMER TIME!
206. SOUND: CASH REGISTER . . . CLOSE DRAWER
207. ANNOUNCER: CONSUMER TIME, written by Virginia Watkins and directed by Frederick Schwoikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company, and its affiliated independent stations.
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